

# PARKER

## *Pens + Pencils*



### Parker

— VACUMATIC —

*Shows who  
to refill*

*Writes  
two ways*



# *The Parker Pen Company*

*Janesville, .. Wisconsin*

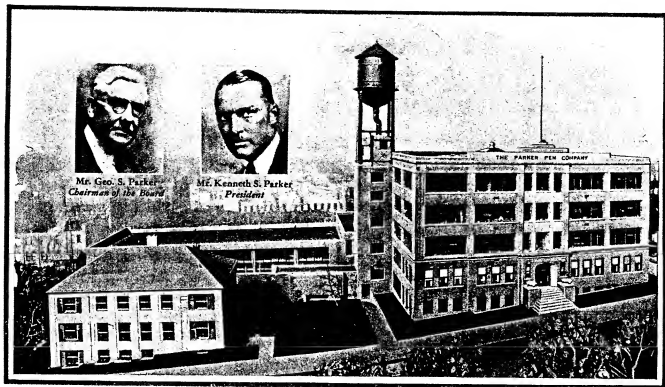
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New York, Chicago, San Francisco  
Toronto, London.



## *An Important Page in Parker's Progress*



JUST as every depression in history has resulted in the removal of the "dead wood of industry," leaving only the fittest to survive, so the depression that started in 1929 has done its work of establishing an outstanding leader among fountain pen manufacturers. A leader that has withstood the test and whose fortitude, faith and foresight has again proved its right to dominance—The Parker Pen Company.

From 1929 to 1932, a period when many pen manufacturers were content to be carried downstream, grew fearful and entered low-priced markets, the courage of George S. Parker, exemplified by his introduction of the Vacumatic, completely revolutionized the pen business, turned the tide and brought about a rebirth of high priced pen sales.

In August 1932 Mr. Parker announced the amazing new Sacless Vacumatic—a pen that holds 102% more ink than sac pens of the same size, one that fills by vacuum pressure and writes two ways without adjustment. A pen whose laminated barrel and start-

ling beauty was destined to completely capture the market for pens selling over five dollars—a pen that has since done more for the stationery industry than any other single product brought out in many, many years.

As a further indication of his faith in his product and the ability of his dealers to sell a truly fine writing instrument, Mr. Parker launched a tremendous national advertising campaign—told the public that now they could expect something better in pens—could get it in the new Parker Vacumatic.

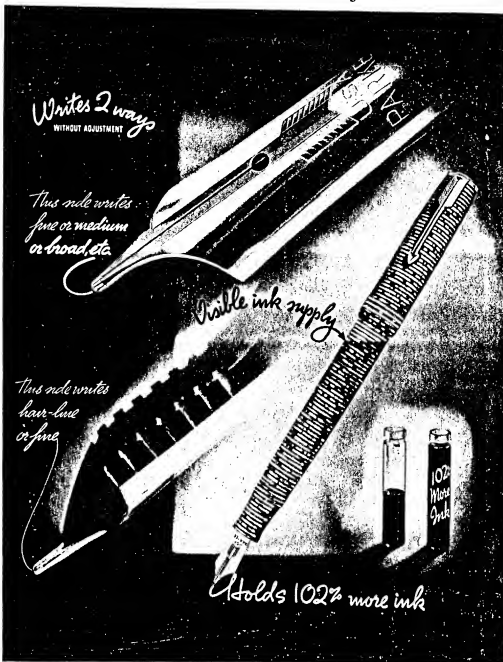
The success of the Parker Vacumatic has been overwhelming. Advertising appropriations have been increased month after month—millions of men and women have definitely decided that the Vacumatic is the only fountain pen they want—and the Parker factory has been working night and day to supply dealers all over the world. Again an achievement has been born of courage—leadership maintained by a spirit of progress.

Parker Offers the Most Complete Assortment of Pen Points

in the World



Any handwriting style, any individual peculiarity or characteristic in handwriting can now be fitted and perfectly suited with a Parker point. In the regular Vacumatic line, six splendid gradations are available in rigid or flexible types at the regular price of the pen. For those whose particular business or vocation demands an extraordinary type of point—any one of 8 custom-made, special purpose points can be obtained at an additional charge of 75 cents. All Parker Vacumatic points are executed in Gold and Platinum and tipped with Iridium. Made and finished to jewel-smoothness by Parker's pen-making craftsmen and under Parker patents—they are universally accepted as the finest writing instruments in the world.



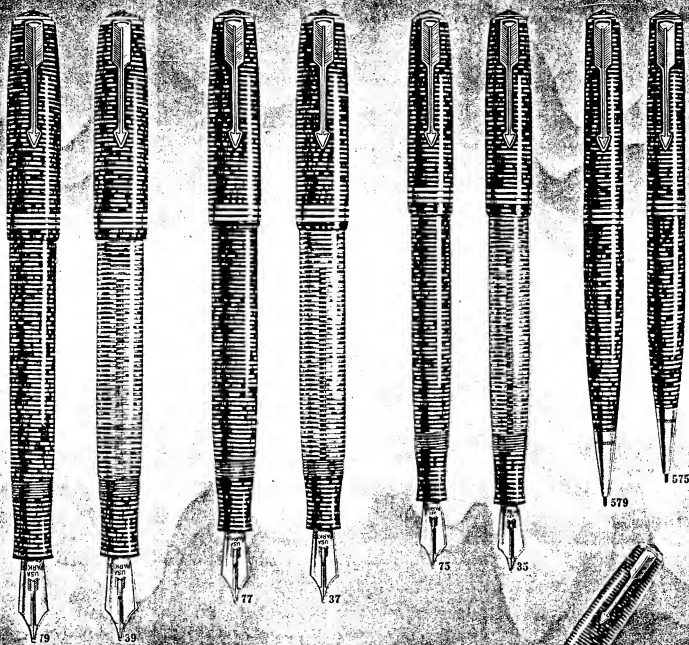
Extra fine		*
Fine		
Medium		
Broad		
Stub		*
Oblique		*

\* For structural reasons these points write one way only.



<p>A Super-fine, Rigid, Long Nib   123456789 Super fine hand                  Ideal for draftsmen, engineers, architects and map makers</p>	<p>E Music Point, Flexible, Long Nib   Musical notes and symbols                  For music writers and others who do shaded work</p>
<p>B Super-fine, Semi Flexible, Long Nib   G B C D E F 1234567 S S curve IIII                  Appeal to many for social and business correspondence</p>	<p>F Extra-broad, Fast Flow, Short Nib   Dr. Heavy Writing                  For fast and continuous writing</p>
<p>C Super-fine, Rigid, Short Nib   123456789                  Manufactured by                   For accountants and mechanical engineers</p>	<p>G Stenographic, Long Nib, for Pitman or Munson System   1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100</p>
<p>D Extra-fine, Rigid, Short Nib                    Designed for bookkeepers—just right for manifold work</p>	<p>H Stenographic, Short Nib, for Gregg or Spencerian System   1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100</p>

# Parker VACUMATIC



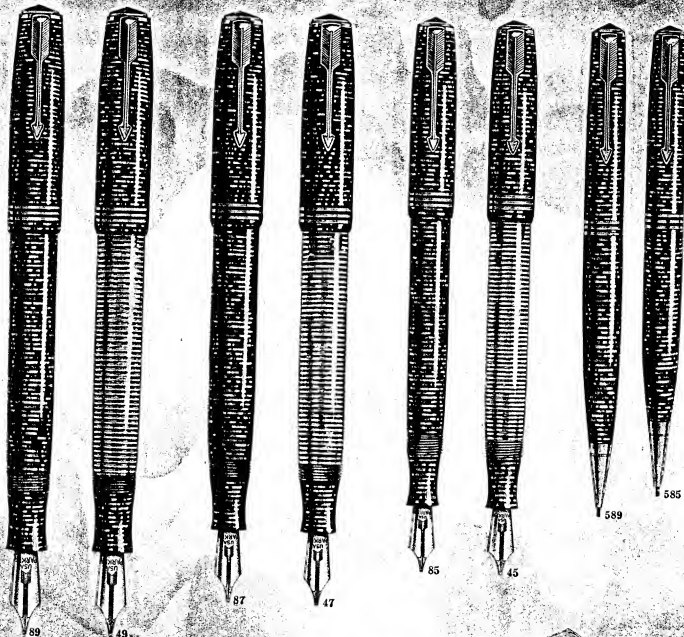
Transparent models show when to refill

The Miracle Pen — Sacless — No piston pump or valves — patented Vacumatic filling device — 102% greater ink capacity

Sizes	Over-size Pen	Standard Pen	Slender size Pen	Over-size Pencil	Standard Pencil
List Price	\$10.00	\$7.50	\$7.50	\$2.50	\$2.50
Silver Pearl Transparent	39	37	35	579	575
Silver Pearl Opaque	79	77	75	579	575

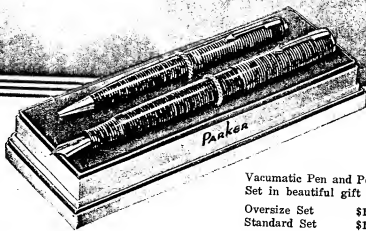


# Parker *VACUMATIC*



Ultra-smart style in laminated pearl—design patented by Parker—transparent models show ink supply within.

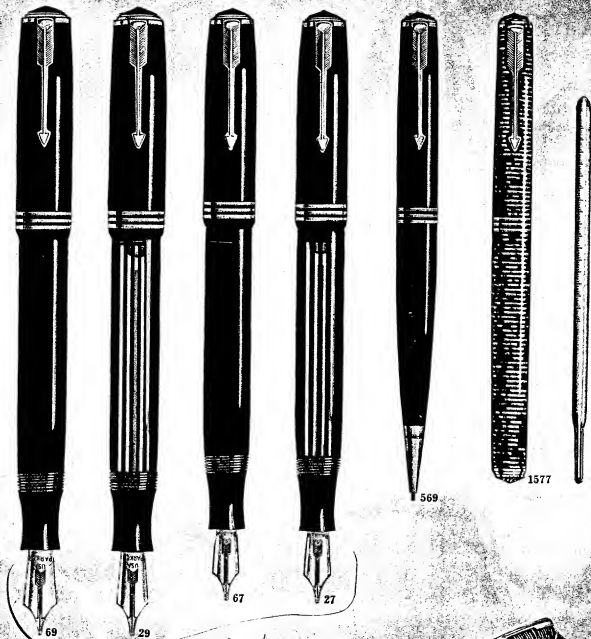
Sizes	Over-size Pen	Standard Pen	Slender Pen	Over-size Pencil	Standard Pencil
List Price	\$10.00	\$7.50	\$7.50	\$2.50	\$2.50
Burgundy Transparent	49	47	45	589	585
Burgundy Opaque	89	87	85	589	585



Vacumatic Pen and Pencil Set in beautiful gift box.

Over-size Set	\$12.50
Standard Set	\$10.00
Slender Set	\$10.00

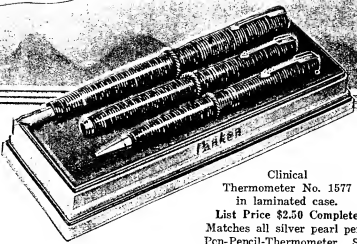
# Parker *VACUMATIC*



*See Paper*

For the conservative taste—the Vacumatic Pen in black — transparent model has longitudinal windows — pen appears solid black when filled but reveals ink supply when held to light.

Sizes	Oversize Pen	Standard Pen	Pencil
List Price	\$10.00	\$7.50	\$2.50
Transparent Black	29	27	569
Solid Black	69	67	569



Clinical Thermometer No. 1577 in laminated case.  
 List Price \$2.50 Complete  
 Matches all silver pearl pens  
 Pen-Pencil-Thermometer Set  
 27 575 1577 819 50

# Parker VACUMATIC



Junior Vacumatics — in transparent colors — also in solid black — same patented Vacumatic filling device as in laminated models.

	Junior Pen	Slender Pen	Junior Pencil
List Price	\$5.00	\$5.00	\$2.50
Transparent Grey	173	171	671
Transparent Burgundy	183	181	681
Solid Black	163	161	661
Crystal, black cap	193	---	661



KR base, red Morocco marble and black Belgian onyx.  
 List Price \$5.00 including taper.  
 Complete with No. 47 pen—\$12.50



# Parker Duofold



Pens	Senior	Junior	Lady	Junior-ette
List Price	\$7.00	\$5.00	\$5.00	\$5.00
Black	17	13	12	11
Burgundy	57	53	52	51
Jade-Green	107	103	102	101
Pencils	\$4.25	\$3.75	\$3.25	\$3.25
Black	517	513	512	511
Burgundy	557	553	552	551

## PARKER ERASERS

Six Sizes, for  
**Gold Cap**      **Streamline**  
**Pencil**          **Pencil**  
**Senior**          **Senior**  
**Junior**          **Junior**  
**Lady**            **Lady**  
 Package          List price 10c

## PARKER LEADS

for all mechanical pencils  
 Parker Leads come in seven grades of black:  
 2B —Extra Soft      and in  
 B —Soft              four colors:  
 HB—Medium Soft    Blue  
 F —Firm              Red  
 H —Medium Hard    Green  
 2H—Hard              Purple  
 4H—Very Hard      (copying)  
 All Leads are furnished both in

# Parker CHALLENGER



	Standard		Slender
	Pen	Pen	Pencil
List Price	\$2.50	\$2.50	\$1.25
Black	259	257	757
Burgundy	279	277	777
Grey	289	287	787
Green	299	297	797

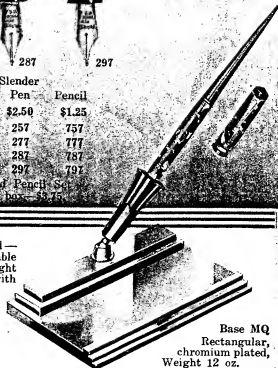
Challenger Pen and Pencil Set  
in beautiful gift boxes—\$3.75



GLASS DISPLAY NO. 937

**GLASS DISPLAY NO. 937**  
Glass panel—gold background—  
chromium metal stand—removable  
tray. Size 12 x 10 x 4 1/2". Weight  
net 2 lbs., gross 4 lbs. FREE with  
Deal 937—A, B, or C.

- Deal 937 — A
- 12 Parkette Pens
- 12 Parkette DeLuxe
- Deal 937 — B
- 24 Parkette Pens
- Deal 937 — C
- 12 Challenger Pens



Base MQ  
Rectangular,  
chromium plated,  
Weight 12 oz.

List Price \$2.25 including taper. Com-  
plete with Challenger Pen—\$4.75.

# Parkette DE LUXE



**Parkette \$1.75**  
**DE LUXE**

MADE BY  
**Parker**  
WORLD'S  
LEADER  
IN QUALITY  
PENS

EASEL No. 930  
FREE with 12 Parkette DeLuxe Pens



Parkette DeLuxe  
Pen and Pencil  
Sets in four colors  
List Price \$2.95  
Gift box included.

	Standard Pen	Slender Pen	Pencil
Price	\$1.75	\$1.75	\$1.25
Black	355	351	851
Burg.	375	371	871
Grey	385	381	881
Green	395	391	891

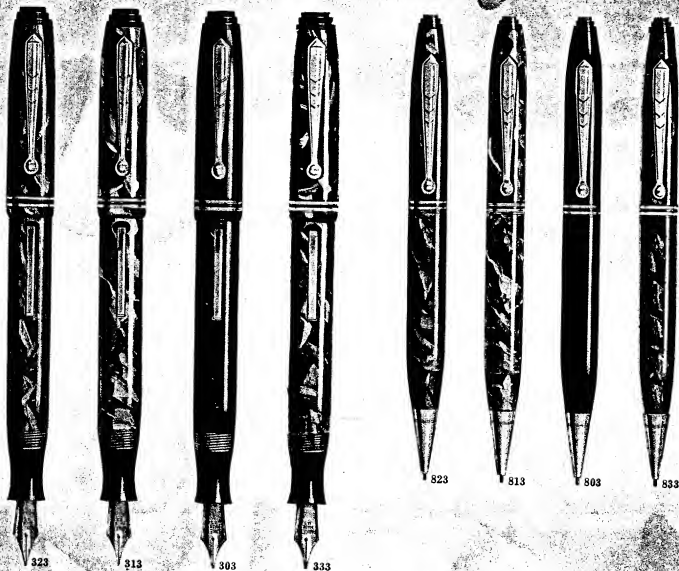


Base MR  
Round, chromi-  
um plated,  
3 3/8" in diam-  
eter, no taper.  
Weight 10  
ounces.

List Price —  
\$1.75

Complete with  
Parkette De-  
Luxe Pen —  
\$3.50

# Parkette



Easel No. 929  
 FREE with 12 Parkette Pens  
 Easel No. 928, same as 929, but showing  
 75c pencil. FREE with 12 Parkette pencils.

Price	\$1.25	\$ .75
Green	333	833
Black	303	803
Burgundy	323	823
Grey	313	813

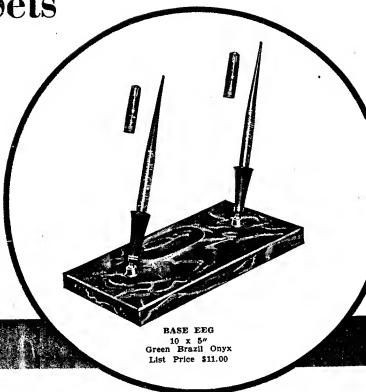
Parkette  
 Pen and Pencil  
 Sets in four colors  
 List price \$1.95  
 Gift box included



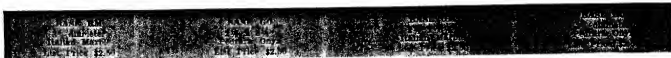
Base MS  
 Square, chromium  
 plated, no taper.  
 Weight 8 oz.  
 List Price \$1.25  
 Complete with  
 Parkette Pen  
 \$2.50

# Parker Desk Sets

Parker Desk Sets combine both beauty and utility. They are made from a large variety of materials — Italian marble, Pedrara onyx, green Brazil onyx, and black Vitrolite — and are obtainable in a wide assortment of sizes and prices. The Parker patented ball and socket action permits the pens to lie flat, remain upright, or tilt in any direction. The air-tight socket-bowl keeps the pen point moist and ready to write the instant the point touches the paper. The list prices shown are for base and taper only, without pen.



**BASE EGG**  
 10 x 5"  
 Green Brazil Onyx  
 List Price \$11.00



● At very little additional cost you can carry an adequate assortment of Parker Desk Sets in addition to your regular stock of pens and pencils. Any pocket Parker Pen or Pencil may be fitted to any Parker Base. You need not buy special desk set pens. If your customer prefers a pen other than the one you show in a Parker Base—the change of color, size or point may be made from your regular stock of pocket pens and pencils. Thus, you are able to offer an almost unlimited assortment of Desk Set Combinations.

# Parker Desk Sets



# Parker Quink



2 oz.



4 oz.



Display Carton



Quart



Pint



1/2 Pint

## Six Permanent Colors



Blue Black



Royal Blue



Black



Green



Red



Violet

## Two Washable Colors



Washable Blue



Washable Black

35,670,000 PEOPLE WANT QUINK FOR THEIR PENS

Quink, Parker's new ink, is quick-drying, quick-starting, non-clogging. It contains a secret agent which dissolves sediment left by other inks.

Size	List Price	Gross Price	Packed in Carton	Shipping Weight
2 oz.	\$2.00	\$24.00	3 dozen	15 lbs.
4 oz.	3.25	39.00	2 dozen	17 lbs.
1/2 pint	6.00	72.00	1/2 dozen	8 lbs.
Pint	9.00	108.00	1/2 dozen	13 lbs.
Quart	15.00	180.00	1/2 dozen	24 lbs.

## QUINK FLASHER DISPLAY No. 918

Made of wood and cardboard covered with metal foil; weighs—net 3 lbs., gross 4 lbs. Free with Quink order for \$40.00 list less discount. Specify whether your current is 110 or 220 volts.



# Parker



## PARKER DISPLAY CASE NO. 938

Made of 26-gauge steel—lithographed in black—chromium plated front—glass window—three hinged shelves, each with snap lock—three removable trays—Size 18½ x 12 x 6"—Net weight 7 lbs. Gross weight 10 lbs.

## CASE DEAL NO. 938-K

8 Parkette Pens	\$1.25	\$10.00	
2 Parkette Sets	1.95	3.90	
8 Parkette DeLuxe Pens	1.75	14.00	
2 Parkette DeLuxe Sets	2.95	5.90	Less
6 Challenger Pens	2.50	15.00	40%
2 Challenger Sets	3.75	7.50	Discount

List \$56.30      \$22.52

Display Case No. 938

To offset cost of Case, 2 Challenger Pens @ \$2.50

Net

\$33.78

5.00

Free

Total Net

\$38.78



**1934 CENSUS ON FOUNTAIN PENS AND WRITING INKS CONDUCTED BY THE RECORDING AND STATISTICAL CORPORATION OF CHICAGO TO FIND OUT WHAT BRANDS OF FOUNTAIN PENS AND WRITING INKS THE PUBLIC PREFER.**

Telephone Franklin 1557

**WILLIAM GARDNER**  
 CERTIFIED PUBLIC ACCOUNTANT  
 ONE NORTH LA SALLE STREET  
 CHICAGO, ILLINOIS

May 3, 1934

To Recording & Statistical Corporation  
 222 West Adams Street  
 Chicago

I have examined 26,563 original returns received from residents of the United States by the Recording & Statistical Corporation, Chicago, Illinois, in response to the questionnaire advertisement regarding fountain pens and writing inks published on page 69 of the March 17, 1934, issue of "The Saturday Evening Post." I have carefully reviewed the procedure in tabulating these returns, and in my opinion the following summary represents a true and correct statement of the results obtained from these 26,563 returns:

RETURNS ON PENS

<u>Pen Now Owned</u>	<u>Pen Would Buy</u>	<u>Would Repeat</u>
Parker	8,625	12,547
Shaeffer	5,326	5,587
Waterman	4,847	3,830
Wahl	1,890	1,860
Conklin	1,612	1,238
Moore	517	209
Swan	333	116
Carter	167	66
Others	3,043	567
No Answer	203	543
<b>TOTALS</b>	<b>26,563</b>	<b>15,961</b>

RETURNS ON INKS

<u>Ink Now Used</u>	<u>Ink Would Buy</u>	<u>Would Repeat</u>
Parker	4,027	7,709
Shaeffer	8,621	6,151
Waterman	5,462	3,027
Carter	5,355	3,410
Sanford	1,326	723
Stafford	227	153
Higgins	153	108
Wahl	35	210
Others	1,048	910
No Answer	309	4,162
<b>TOTALS</b>	<b>26,563</b>	<b>10,398</b>



this 3d day of May, 1934

Notary Public

*William Gardner*  
 Certified Public Accountant

## Conclusions

- More people are going to buy Parker pens on their next purchase than will buy the next four brands combined.
- No product that we know, sold at retail (unless it is a patented monopoly), has so large a share of public preference in its field as Parker has in the pen field.
- Parker has a higher percentage of satisfied owners (repeat customers) than any other brand; hence it is the best made and best performing pen on the market.
- In three years' time, Parker Quink has risen from nothing to the most preferred brand of writing ink in the United States.
- Dealers can get a 225 per cent faster turn-over on Parker pens than on Shaeffer pens; 328 per cent faster than on Waterman; 674 per cent faster than on Wahl.
- With practically half the market preference, few if any dealers need more than the Parker line for a complete pen department.
- To equal the gross profit, based upon public preference for Parker of 9 to 4 as compared with the next preferred brand, a dealer must receive a discount of 125 per cent on the brand selling second.
- The consistently increasing preference for Parker year after year proves both the superiority of Parker advertising and superiority of Parker products.